

APRIL/MAY 2024

**23PECM24A — BUSINESS ETHICS AND
CORPORATE SUSTAINABILITY**

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Define the Ethics.
2. What is the meaning of business ethics?
3. Define term ethical decision making.
4. List out the decision making.
5. State the meaning of moral issues.
6. Give the meaning of marketing.
7. List out the components of sustainability.
8. What do you understand by sustainability?
9. Give the meaning of sustainability report.
10. Tell the meaning of customer.



SECTION B — (5 × 5 = 25 marks)

Answer ALL the questions.

11. (a) Describe the nature of business ethics.

Or

- (b) State the importance of business ethics.

12. (a) Discuss about traditional theories.

Or

- (b) Explain about Normative theories.

13. (a) Explain the importance of moral issues.

Or

- (b) Elaborate the kinds of whistle blowing.

14. (a) Describe the element of sustainability.

Or

- (b) Explain about environmental issues.

15. (a) Explain the contents of sustainability reporting.

Or

- (b) Comment on the BRR.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the types of business ethics.

17. Discuss about Ethical theories in detail.

18. Explain the ethical issues in functional areas of business.

19. Bring out the principles of sustainable development.

20. Explain the disclosing sustainability information.

